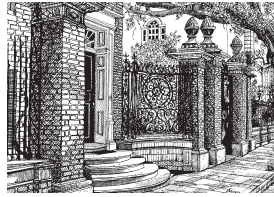


# The Charleston ADVISOR

Critical Reviews of Web Products for Information Professionals



PUBLISHED BY ANNUAL REVIEWS | WWW.CHARLESTONCO.COM | 1875 S. GRANT STREET, SUITE 700, SAN MATEO, CA 94402 | ISSN: 1525-4011

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## ABOUT THE PUBLICATION

### MISSION STATEMENT

*The Charleston Advisor* (TCA) is a Zagat-type guide to digital products, providing signed, rated, critical reviews of web-based products and services, written by in-the-field practitioners, to assist in library selection decisions.

TCA is your best connection to the librarians and library committees who select and purchase digital products in libraries. It is the essential consumer report on your products and your competitors, used by libraries to decide which services will be acquired for their institutions. Subscriptions reach groups of individuals and key decision-making committees within each subscriber location. Each subscription includes access to the online edition via institution-wide IP (serving multiple readers).

### TARGET AUDIENCE

TCA reaches library staff members, committees, and others responsible for the purchase of web-based products and services, including online journals, journal articles, and digital information/reference databases.

Individual readers and subscribers include the following titles: Head of Reference, Head of Document Delivery/ILL, Head of Collection Development, Head of Acquisitions, Electronic Services Coordinator.

Most subscriptions are institutional/librarywide or consortial group subscriptions.

### CIRCULATION INFORMATION

Academic Libraries and Consortia: 60% | Public Libraries: 30% | Vendors and Publishers: 10%

Number of Issues Per Year: The printed and online editions are published quarterly in January, April, July, and October.

### EDITORIAL CALENDAR

January issue: LibLearnX: The Library Learning Experience (LLX) issue | April issue: PLA/ACRL/LITA issue

July issue: ALA Annual issue | October issue: Charleston Conference issue\*

\*The October issue is provided to all Charleston Conference attendees. Issues are also distributed at major conferences and events, including MLA and SLA Annual Meetings, ACRL, UKSG Annual Conference, and the Frankfurt Book Fair.

## ADVERTISING SCHEDULE

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25/4	FEBRUARY 10, 2024	MARCH 10, 2024	APRIL 2024
26/1	MAY 10, 2024	JUNE 10, 2024	JULY 2024

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## REPRINT AND SPONSORED REVIEW INFORMATION

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## CONTACT INFORMATION

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